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fashion calendar

44 WEST FIFTY-SECOND STREET • NEW YORK 19 • ELDORADO 5-3693

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

1952

january

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february

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march

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september

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december

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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---WEEK BEGINNING MONDAY, AUGUST 4, 1952---

BACK-TO-SCHOOL AND COLLEGE SHOP OPENINGS AND SHOWINGS

Monday August 4 10:00 A.M.	MARTIN'S (BROOKLYN) Breakfast preview for the press of college fashions at Martin's. By invitation only. (<u>Showings for the public</u> , by Martin's College Board, Thursday, Aug. 14, at 2:30 P.M., and Thursday, Aug. 28, at 2:30 P.M.) Publicity: Juli Daves, TR. 5-3100, Ext. 355.	5TH FLOOR	
Monday August 4 2:30 P.M.	ARNOLD CONSTABLE Press show, by invitation. <u>Suburban store showings:</u> Tues., Aug. 5 at 2:30 P.M. in New Rochelle, N.Y. and Hackensack, N.J.; Wed., Aug. 6 at 2:30 P.M. in Hempstead, L.I. Publicity: Gloria Geis, MU. 5-2300.	3RD FLOOR	
Monday August 4	KRESGE-NEWARK College Shop opens. <u>Informal showings will be held beginning Wed., Aug. 20,</u> in the 8th floor Thimbleberry Room, at 12:30 P.M. and 6:30 P.M. daily. Press invited. Open to public. Publicity: Constance Bray, Mitchell 2-8000.	3RD FLOOR	
Monday August 4	FRANKLIN SIMON College shop opens. Publicity: Lenore Benson, WI. 7-9600.	3RD FLOOR	
Tuesday August 5 2:30 P.M.	RUSSEKS FIFTH AVENUE Russeks will present a collection of college fashions. By invitation. Publicity: Florence Lord, WI. 7-1900.	7TH FLOOR	
Wednesday August 6 9:30 A.M.	PECK & PECK Private press showing, during breakfast, of college fashions (6th Floor). By invitation only. Publicity: Mrs. D. J. Todd, OR. 3-4700.	260 FOURTH AVENUE	
Thursday August 7 9:30 A.M.	OHRBACH'S Breakfast preview of college fashions. Press by invitation. Publicity: Mark Klauser, SP. 7-9000.	3RD FLOOR	
Thursday August 7 10:30 A.M.	BOND'S FIFTH AVENUE Press Breakfast preview of back-to-college fashions. By invitation only. Publicity: Jerry Halprin, WI. 7-6550.	3RD FLOOR	
Thursday August 7 6:00 P.M.	ABRAHAM & STRAUS Showing of back-to-college fashions in the Special Events Center. Publ.: Frances Bemis or Susan Trowbridge , Feature Events Dept., TR. 5-7200.	8TH FLOOR	
Friday August 8	BLOOMINGDALE'S (<u>Note Change of Date</u>). Publicity: Margaret de Mille, EL. 5-5900.	3RD FLOOR	

---(Continued on following page)---

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>BACK-TO-SCHOOL AND COLLEGE SHOP OPENINGS AND SHOWINGS (Continued)</u>			
✓ Monday	LORD & TAYLOR		COLLEGE SHOP-5TH FL.
August 11-	Informal showings at 11:00 A.M. and 4:00 P.M. daily. (<u>Note Change of</u>		
August 15	<u>Dates</u>). Publicity: Gloria Carr, WI. 7-3300, Ext. 330.		
✓ Monday	B. ALTMAN & CO.		COLLEGE BAZAAR-3RD FL.
August 11	Press preview of college fashions by Altman's. <u>Informal showings</u> Mon.,		
11:30 A.M.	Aug. 11 at 4:00 P.M. and Tuesday and Wednesday, Aug. 12 and 13 at 11:30		
	A.M. and 4:00 P.M. Press by invitation. Publ.: Ferris Megarity, MU. 9-7000.		
✓ Tuesday	SAKS FIFTH AVENUE		SAVOY PLAZA-11TH FL.
August 12	Press preview of college fashions, at Savoy Plaza Hotel, Le Chateau Suite.		
11:00 A.M.	By invitation only. Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.		
✓ Wednesday	JAMES McCREERY & CO.		4TH FLOOR
August 13	College fashion preview over morning coffee. Showing at 10:00 A.M. Press		
9:30 A.M.	by invitation. Publicity: Georgine Thomson, WI. 7-7000, Ext. 228.		
✓ Saturday	GERTZ (JAMAICA)		4TH FLOOR
August 16	College fashions will be shown to the press and public. Publicity:		
2:00 P.M.	Dorothil Patterson, JA. 6-6800, Ext. 340.		
✓ Monday	ALEXANDER'S DEPT. STORES		860 5TH, APT. 11-L
August 18	Private breakfast preview for the press of back-to-school fashions. By		
11:00 A.M.	invitation only. Fashion Director: Lita Hassard, CY. 8-2000, Ext. 80.72		
✓ Tuesday	HEARN'S		74 5TH AVE. - 2ND FL.
August 19	College fashions will be shown at a breakfast preview for the press. By		
9:30 A.M.	invitation only. Publicity: Lillian Suchanek, OR. 5-5000.		
✓ Thursday	MARTIN'S (BROOKLYN)		5TH FLOOR
August 21	Press preview of teen-age back-to-school fashions at breakfast. By		
10:00 A.M.	invitation only. (<u>Showing for public: Sat., Aug. 23, at 11:00 A.M.</u>)		
	Publicity: Juli Daves, TR. 5-3100, Ext. 355.		
✓ Thursday	NAMM-LOESER'S		FUR DEPT.-2ND FLOOR
August 21	A showing of college and career fashions. (<u>Note Change of Time</u>). Press		
6:00 P.M.	invited. Open to public. Publicity: Muriel Lipchik, TR. 5-5700, Ext. 76.		
✓ Monday	HEARN'S		74 5TH AVE.-2ND FLOOR
August 25	Breakfast preview of back-to-school fashions from age six to teens. Press		
9:30 A.M.	by invitation. Publicity: Lillian Suchanek, OR. 5-5000.		
✓ Wednesday	L. BAMBERGER & CO. (NEWARK)		3RD FLOOR
August 27	College Fashion Show at 2:30 P.M. Publ.: John von Arnold, Market 2-1212.		
✓ Thursday	SAKS 34TH STREET		2ND FLOOR
August 28	Saks 34th will present teen-age fashions. Press by invitation. Open to		
11:15 A.M.	the public. Publicity: Rita Dobbins, LA. 4-7000.		
Monday	SHOWING OF FASHIONS	B. ALTMAN & CO.	2ND FLOOR
August 4	FROM "SEVENTEEN"		TEEN-AGE DEPT.
12:00 Noon;	"Story Book Look"--fashions from "Seventeen" Magazine's August issue.		
2:00 P.M.	Press invited. Open to public. Publ.: Ferris Megarity, MU. 9-7000.		

DATEWHAT'S GOING ONGIVEN BYWHEREFALL AND WINTER PARIS COUTURE OPENINGS--PARIS, FRANCECHAMBRE SYNDICALE DE LA COUTURE PARISIENNE

<u>Mon., Aug. 4:</u>	Baillie, Calixte, M. Geroy, Gres, Griffe, Irmone, Serge Koman, Raphael, Nina Ricci.
<u>Tues., Aug. 5:</u>	Dior, Lafaurie, M. Lambert, Misset, Patou.
<u>Wed., Aug. 6:</u>	Balenciaga, Amy Linker, Renee Lise, Georgette Renal.
<u>Thurs., Aug. 7:</u>	Ardanse, Balenciaga, Carpentier, P. Clarence, Martial et Armand.
<u>Fri., Aug. 8:</u>	Balenciaga, Valentine Bourgade, Alice Levon.
<u>Tues., Aug. 12:</u>	Marcelle Chaumont.
<u>Tues., Aug. 19:</u>	Raymond Coste, Genevieve Orossen.
<u>Mon., Sept. 15:</u>	Marcel Rochas.
<u>Contact:</u>	Chambre Syndicale, 102 Rue du Faubourg, St.-Honore, Paris.

Tuesday August 5 9:30 A.M. Breakfast	PRESS PREVIEW OF KNITTED FASHIONS A showing of fashions in Thalspun knitted fabrics of orlon-and-wool, and 100% orlon. By invitation. Publicity: Martin Stern, VA. 6-0543.	ALAMAC KNITTING MILLS (350 FIFTH AVENUE)	PARK LANE HOTEL PETIT SALON
August 5	RUSSEKS FIFTH AVENUE'S COLLEGE FASHION SHOW AT 2:30 P.M. (See Page 1).		
August 6	PECK & PECK'S COLLEGE FASHION SHOW AT 9:30 A.M. (See Page 1).		
August 7	OHRBACH'S COLLEGE FASHION SHOW AT 9:30 A.M. (See Page 1).		
August 7	BOND'S FIFTH AVENUE'S COLLEGE FASHION SHOW AT 10:30 A.M. (See Page 1).		
August 7	ABRAHAM & STRAUS' COLLEGE FASHION SHOW AT 6:00 P.M. (See Page 1).		
Aug. 11-15	LORD & TAYLOR'S COLLEGE FASHION SHOWS STARTING AT 11:00 A.M. (See Page 2).		
August 11	ALTMAN'S COLLEGE FASHION SHOW AT 11:30 A.M. (See Page 2).		
August 12	SAKS FIFTH AVENUE'S COLLEGE FASHION SHOW AT 11:00 A.M. (See Page 2).		
Tuesday August 12- August 13 9:30 A.M.	PREVIEW OF LEATHER COLORS AND FINISHES Allied Kid Co. will preview Resort-Spring-Summer 1953 leather colors and finishes at a showing for press, shoe stylists, buyers, manufacturers and buying offices, <u>Tuesday, Aug. 12, at 9:30 A.M.</u> Show for department stores, fabric, hosiery and accessory stylists on <u>Wednesday, Aug. 13, at 9:30 A.M.</u> By invitation only. Contact: Dorothy Campbell, MU. 6-1623.	ALLIED KID COMPANY	419 FOURTH AVENUE SHOWROOM-3RD FLOOR
Tuesday August 12 4:00 P.M. Cocktails	PRESS PREVIEW OF FALL MILLINERY "Coronation" by Chanda -- showing of Fall and Winter millinery at a special preview. By invitation only. Publ.: Maud G. Moody, LE. 2-4049.	CHANDA, INC.	30 WEST 57TH STREET SALON - 3RD FLOOR
August 13	JAMES McCREERY'S COLLEGE FASHION SHOW AT 9:30 A.M. (See Page 2).		
Thursday August 14 11:00 A.M.	PRESS PREVIEW OF BRIDAL FASHIONS Bridal fashions by Rosette Pennington will be presented to the press. By invitation only. Contact: Margot Stratton, LA. 4-2688.	ROSETTE PENNINGTON	20 EAST 56TH STREET BRIDES' SHOP
August 16	GERTZ (JAMAICA) COLLEGE FASHION SHOW AT 2:00 P.M. (See Page 2).		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday August 14 5:45 P.M.	SHOWING OF FASHIONS FROM "CHARM" MAGAZINE Bonwit Teller will present a showing of fashions from "Charm" Magazine's August issue. Open to public. Publicity: Nancy Talbert, EL. 5-6800.	BONWIT TELLER	8TH FLOOR
August 18	ALEXANDER'S BACK-TO-SCHOOL FASHION SHOW AT 11:00 A.M. (See Page 2).		
Beginning August 18	NATIONAL LUGGAGE & LEATHER GOODS SHOW AT PALMER HOUSE, CHICAGO, ILLINOIS. NEW YORK CONTACT: LE. 2-3960.		
Beginning Monday August 18- August 21	OPENING OF SPANISH COUTURE COLLECTIONS Goetsch & Co. and the High Couture Cooperative of Spain will present the Fashion Festival of Spain, showing couturier collections by Bastida, El Dique Flotante, Pertegaz, Rodriguez and Santa Eulalia. Contact: Robert Dunev, Goetsch y Cia, Serrano, 14, Madrid; or Rosemary Sheehan, CI.7-8060.	SPANISH FESTIVAL OF FASHION	MADRID SPAIN
August 19	PRIMARY DAY IN NEW YORK (Tuesday).		
August 19	HEARN'S COLLEGE FASHION SHOW AT 9:30 A.M. (See Page 2).		
Tuesday August 19 10:30 A.M. Coffee	PRESS PREVIEW OF FALL FASHIONS FOR TALL GIRLS Tall Apparel will present a press preview of Fall fashions for tall girls. By invitation only. Publicity: Helen Horchler, VA. 6-4186.	TALL APPAREL	37 WEST 57TH STREET 5TH FLOOR
Wednesday August 20 12:15 P.M. Luncheon	"BACK FROM VACATION & BACK TO THE OFFICE" Saks 34th will present a box luncheon fashion show for women who work. Press by invitation. Public by reservation. Publ.: Rita Dobbins, LA.4-7000.	SAKS 34TH STREET	3RD FLOOR
August 20	KRESGE-NEWARK COLLEGE FASHION SHOWS STARTING AT 12:30 P.M. (See Page 1).		
Wednesday August 20 2:30 P.M.	PRESS PREVIEW: BRIDAL GOWNS BY MME. ORO Showing of Jay Thorpe's custom bridal gowns, designed by Mme. Oro. By invitation only. Publicity: Dorothy Coburn, JU. 6-1000.	JAY THORPE	24 WEST 57TH STREET 5TH FL. BRIDAL SALON
Wednesday August 20 3:30 P.M.	PREVIEW: FASHIONS BY EUROPEAN COUTURIERS Presentation to the press of a collection of fashions designed in Cohama fabrics by leading Italian, French and Spanish Couturiers. Showing at 4:00 P.M. By invitation only. Contact: Margot McAuliffe, LO. 4-6000.	COHN-HALL-MARX CO. (1407 BROADWAY)	HOTEL PLAZA PERSIAN ROOM
Wednesday August 20 4:00 P.M.- 7:00 P.M.	PREVIEW OF RESORT AND SPRING PRINTS Press preview of 1953 Resort and Spring prints at a cocktail party. By invitation only. Publicity: Kay Martin, LO. 5-2140.	SILK AND RAYON PRINT INSTITUTE	SAVOY PLAZA HOTEL BALLROOM SUITE
Wednesday August 20 8:30 P.M. Dinner	PREVIEW OF FABIANI'S FALL COLLECTION Russeks will invite the press to a special dinner showing of Fall fashions by the Italian couturier Fabiani, presenting both his American collection and Italian originals. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Russeks Publicity: Florence Lord, WI. 7-1900. Waldorf Fashion Publ.: Madeleine Riordan, EL. 5-3000.	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA STARLIGHT ROOF

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
August 21	MARTIN'S (BROOKLYN) TEEN-AGE FASHION SHOW AT 10:00 A.M. (See Page 2).		
August 21	NAMM-LOESER'S COLLEGE & CAREER FASHIONS SHOW AT 6:00 P.M. (See Page 2).		
Thursday August 21 5:45 P.M.	FASHION SHOWING OF "GLAMOUR" FASHIONS Bonwit Teller will present fashions from "Glamour" Magazine's September issue. Open to public. Publicity: Nancy Talbert, EL. 5-6800.	BONWIT TELLER	8TH FLOOR
August 25	HEARN'S BACK-TO-SCHOOL FASHION SHOW AT 9:30 A.M. (See Page 2).		
Monday August 25 11:00 A.M.	PRESS PREVIEW OF NEW MILLINERY IDEAS The press will be invited to meet Martin Belasco, and to preview his new ideas in millinery. By invitation. Publ.: Dorothy Coburn, JU. 6-1000.	JAY THORPE	4TH FLOOR MILLINERY SALON
Tuesday August 26 9:30 A.M. Breakfast	PRESS SHOWING OF RESORT COTTONS Hope Skillman will present her Resort collection of cottons in an informal show and display at a breakfast for the press. By invitation only. Publicity: Dorothy Johnson Werner, CH. 4-8109.	HOPE SKILLMAN	1407 BROADWAY SHOWROOM - 29TH FLOOR
Tuesday August 26 11:00 A.M.	PRESS PREVIEW OF CUSTOM MILLINERY Presentation of Milgrim's custom millinery at a showing for the press. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	MILGRIM	6 WEST 57TH STREET SALON - 6TH FLOOR
Wednesday August 27 11:00 A.M. Brioche	PRESS PREVIEW: FALL SHOE COLLECTION Saks Fifth Avenue will present their Fall shoe collection to the press. By invitation only. Publicity: Grace de Mun, PL. 3-4000, Ext. 7065.	SAKS FIFTH AVENUE	PARK LANE HOTEL LE PETIT SALON
August 27	L. BAMBERGER'S COLLEGE FASHION SHOW AT 2:30 P.M. (See Page 2).		
Wednesday August 27 4:00 P.M. Cocktails; 4:30 P.M. Showing	WORLD DEBUT OF NEW FIBRE: "ACRILAN" Press preview of "Acrilan", Chemstrand Corporation's new acrylic fibre for the textile industry, with a fashion show, fabric exhibit, and fact forum with firm's officials. Chemstrand Public Relations Director: James Bixby, LA. 4-7200. Acrilan Fashion Publicity: Ann R. Silver, MU. 7-8654.	CHEMSTRAND CORP. (350 FIFTH AVENUE)	HOTEL PIERRE GRAND BALLROOM
Thursday August 28 9:30 A.M. Breakfast	PREVIEW OF SCOTCH TWEED COLLECTION Private press showing, during breakfast, of Peck & Peck's Scotch tweed collection. By invitation only. Publicity: Mrs. D.J. Todd, OR. 3-4700.	PECK & PECK	260 FOURTH AVENUE 6TH FLOOR
August 28	SAKS 34TH STREET BACK-TO-SCHOOL FASHION SHOW AT 11:15 A.M. (See Page 2).		
Sept. 1	LABOR DAY (Legal Holiday -- Monday).		
Beginning Tuesday Sept. 2	"HOLI-DATE WITH del MAR Daily showings of Holiday collection of dresses and coordinates. Press by appointment. Publicity: Ken R. Williams, PE. 6-7462.	del MAR	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 2	GALA COLLECTION OF HOLIDAY SEPARATES Preview of Holiday separates by Herbert Labandter. By appointment only. Contact: Herbert Labandter, Inc., FE.6-8537. Publ.:The Miles, CH.2-2344.	HERBERT LABANDTER, INC.	1384 BROADWAY SHOWROOM-6TH FLOOR

PRESS OPENINGS: FALL CUSTOM-ORDER COLLECTIONS
PREVIEWS OF CUSTOM-ORDER FALL COLLECTIONS ARE FOR MEMBERS
OF THE PRESS WHO HAVE BEEN SPECIFICALLY NOTIFIED AND INVITED.

Tuesday Sept. 2	<u>HATTIE CARNEGIE</u> At 3:00 P.M.	42 EAST 49TH ST. (Also, French Imports)	PUBL.: SIDNEY WINTERS (Note Change of Date and Time).	PL. 5-2600
Wednesday Sept. 3	<u>BERGDORF GOODMAN</u> At 5:30 P.M.	745 FIFTH AVENUE	PUBL.: FLORENCE NEFF	PL. 3-7300
Monday Sept. 8	<u>MILGRIM</u> At 11:00 A.M.	6 WEST 57TH ST.	PUBL.: GERTRUDE LETTESE	CI. 7-7200
Monday Sept. 8	<u>HENRI BENDEL</u> At 2:30 P.M.	10 WEST 57TH ST. (Also showing French Import Collection)	PUBL.: FRANCES ANDERSON	CI. 7-1100
Tuesday Sept. 9	<u>SAKS FIFTH AVE.</u> At 9:00 P.M.	611 FIFTH AVENUE. (Designed by Sophie)	PUBL.: CAROLYN HAIGHT (Note Change of Date and Time).	PL. 3-4000
Wednesday Sept. 10	<u>ELIZABETH ARDEN</u> At 3:00 P.M.	691 FIFTH AVENUE	PUBL.: RASPONI ASSOC.	TE. 8-8171

Wednesday
Sept. 3
12:30 P.M.
Luncheon

DAVID CRYSTAL FASHIONS
AT LUNCHEON SHOW

BEST & CO.

WALDORF-ASTORIA
STARLIGHT ROOF

Presentation of David Crystal Fall dresses and suits, available at Best & Co. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Publicity: David Crystal -- Terry Mayer, BR. 9-6560; Best & Co. -- Madlyn Grimes, PL. 9-2000; Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.

Wednesday
Sept. 3
4:00 P.M.
Cocktails

PRESS PREVIEW OF
FALL SHOE COLLECTION

THE TAILORED WOMAN

STREET FLOOR

The Tailored Woman will present their new Fall and Winter shoe collection, featuring exclusive designs by Anthony Mascioli; and "Senorinas", new, medium-priced group of "career girl" shoes. By invitation only. Publicity: Mollie Baldwin, LE. 2-4281.

Sept. 3

BERGDORF GOODMAN'S CUSTOM COLLECTION FOR PRESS AT 5:30 P.M. (See Page 6).

Thursday
Sept. 4
12:15 P.M.;
6:00 P.M.

MILLINERY IMPORTS &
SAKS 34TH COPIES

SAKS 34TH STREET

4TH FLOOR

Presentation of French and Italian millinery originals, and Saks 34th "carbon copies". Press by invitation. Open to public. Publicity: Rita Dobbins, LA. 4-7000.

Thursday
Sept. 4
12:30 P.M.
Luncheon

PRESS PREVIEW OF
CUSTOM ORIGINALS

LA BOUTIQUE DE ZITA, INC.

44 EAST 64TH STREET
SALON

The press will be invited to a luncheon preview of custom-made separates and "frivolities". By invitation. Showing to customers Tuesday, Sept. 9 at 5:30 P.M. (cocktails). Publicity: Alyce Green, TE. 8-7218.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 4 12:30 P.M. Luncheon	ELFREDA-FOX FASHIONS AT LUNCHEON SHOW Jay Thorpe will present Fall fashions by Elfreda-Fox during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext.176. Publicity: Elfreda-Fox -- Gladys Steiner, MU. 9-1630; Jay Thorpe--Dorothy Coburn, JU. 6-1000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	JAY THORPE	HOTEL PLAZA TERRACE ROOM
Thursday Sept. 4 12:30 P.M. Luncheon	TEEN-AGE FASHIONS AT LUNCHEON SHOW Saks Fifth Avenue will present teen-age fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Saks 5th Avenue Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	SAKS FIFTH AVENUE	WALDORF-ASTORIA STARLIGHT ROOF
Thursday Sept. 4- Sept. 5	43 FORTY-FIRST SEMI- ANNUAL LEATHER SHOW Leather treatments and finishes in new colors for Spring 1953, from about 90 tanning firms, will be on display. <u>Press luncheon Thursday, Sept. 4 at 12:30 P.M.</u> By invitation. Publ.: Leif C. Kronen, MU. 6-7950.	TANNERS' COUNCIL OF AMERICA, INC.	WALDORF-ASTORIA GRAND BALLROOM
Thursday Sept. 4 5:45 P.M.	FASHIONS FROM "CHARM'S" SEPTEMBER ISSUE Fashions from "Charm" Magazine's September issue will be presented by Bonwit Teller. Publicity: Nancy Talbert, EL. 5-6800.	BONWIT TELLER	8TH FLOOR
Friday Sept. 5 9:30 A.M.	PRESS BREAKFAST: FASHIONS FOR TALL GIRLS Tall Wear will present Fall fashions for tall girls to the press, at breakfast. By invitation. Contact: Sylvia of Tall Wear, EL. 5-6029.	TALL WEAR	13 EAST 47TH STREET
Friday Sept. 5 2:30 P.M.	READY-TO-WEAR FASHIONS FOR FALL Jay Thorpe will present Fall ready-to-wear from leading designers at a showing for customers. Publicity: Dorothy Coburn, JU. 6-1000.	JAY THORPE	3RD FLOOR
Sept. 8	MILGRIM'S CUSTOM COLLECTION FOR PRESS AT 11:00 A.M. (See Page 6).		
Sept. 8	HENRI BENDEL'S CUSTOM COLLECTION FOR PRESS AT 2:30 P.M. (See Page 6).		
Monday Sept. 8 4:30 P.M. Cocktails	PRESS PREVIEW: FALL CUSTOM-ORDER COLLECTION The Fall custom order collection will be presented to the press by Mme. E. Garnett. By invitation only. <u>Showing to customers, Tuesday, Sept. 9 at 2:30 P.M.</u> Publicity: Margaret Troop, EL. 5-5275.	MME. E. GARNETT	47 EAST 51ST STREET SALON
Monday Sept. 8- Sept. 10	1952 NATIONAL BEAUTY TRADES SHOW The annual Beauty Trades show will be held Sept. 8 through Sept. 10. Contact: L. A. Freiberg, Managing Director, OR. 4-1428.	NAT'L BEAUTY TRADES SHOW (175 FIFTH AVENUE)	HOTEL STATLER
Beginning Monday Sept. 8	MARKET WEEK IN LOS ANGELES The 24 members of the Resort Wear Guild will present their fashion collections, starting Monday, Sept. 8. Contact: Resort Wear Guild, Los Angeles, Calif.	RESORT WEAR GUILD	LOS ANGELES, CALIFORNIA

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 8- Sept. 9	FIFTEENTH ANNUAL FALL FASHION EXPOSITION Neiman-Marcus will present their Awards for distinguished service in the field of fashion at a fashion showing, followed by a formal ball Monday Night. Exposition will be open to the public Tuesday night. Entire proceeds will go to the Dallas Museum of Fine Arts. Contact: Kay Kerr, LO. 4-1200 in N.Y.; or Marihelen MacDuff at Neiman-Marcus, Dallas, Texas.	NEIMAN-MARCUS (DALLAS, TEXAS)	DALLAS. TEXAS
Tuesday Sept. 9 9:00 A.M. Breakfast	PRESS PREVIEW OF FLOWER NOVELTIES Aster Flower Co. presents a collection of flower novelties. Press by invitation. Publicity: Mildred Kaldor, MU. 9-5420.	ASTER FLOWER CO.	11 WEST 37TH STREET SHOWROOM-MAIN FLOOR
Sept. 9	SAKS FIFTH AVENUE'S CUSTOM COLLECTION FOR PRESS AT 9:00 P.M. (See Page 6).		
Wednesday Sept. 10 11:00 A.M.	PRESS PREVIEW OF HOWARD GREER COLLECTION Jay Thorpe will present a collection of Howard Greer of California fashions for Fall. By invitation only. <u>Showing to customers at 2:30 P.M.</u> Publicity: Dorothy Coburn, JU. 6-1000.	JAY THORPE	3RD FLOOR SALON
Wednesday Sept. 10 12:30 P.M. Luncheon	TATIANA DU PLESSIX CUSTOM MILLINERY SHOW Press showing of Fall and Winter custom millinery by Tatiana du Plessix. By invitation only. Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	SAVOY PLAZA LE CHATEAU-11TH FL.
Wednesday Sept. 10 12:30 P.M. Luncheon	LARRY ALDRICH FALL COLLECTION Bonwit Teller will present Larry Aldrich's Fall dress collection during luncheon. (<u>Note Change in Show</u>). Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Larry Aldrich Contact: CH. 4-1872. Bonwit Teller Publicity: Nancy Talbert, EL. 5-6800. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	BONWIT TELLER	WALDORF-ASTORIA EMPIRE ROOM
Sept. 10	ELIZABETH ARDEN'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Page 6).		
Thursday Sept. 11 12:30 P.M. Luncheon	SEPARATES AND SUITS AT LUNCHEON SHOW David Crystal's "Pieces of Eight" collection, as shown in Sept. 1 "Vogue". Also, Haymaker separates, Izod of London shirts and Lady Northcool suits will be presented during luncheon. Fashions available at Lord & Taylor. Press by invitation. Public by reservation; contact: PL. 9-3000. David Crystal Publicity: Terry Mayer, BR. 9-6560. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	DAVID CRYSTAL (498 SEVENTH AVENUE)	HOTEL PLAZA TERRACE ROOM
Thursday Sept. 11 5:45 P.M.	FALL FASHIONS FROM "MADEMOISELLE" Bonwit Teller will show fashions from "Mademoiselle" Magazine's September issue. Press invited. Open to public. Publ.: Nancy Talbert, EL. 5-6800.	BONWIT TELLER	8TH FLOOR
Sunday Sept. 14- Sept. 18	RESORT AND CRUISE SHOWINGS IN MIAMI About 60 members of the Miami Fashion Council will present their resort and cruise showings Sept. 14 through Sept. 18. By invitation. Contact: Leonard Grossman, executive director, Miami, Florida.	MIAMI FASHION COUNCIL	CASABLANCA HOTEL MIAMI BEACH, FLA.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Sept. 15 11:00 A.M.	IRENE OF HOLLYWOOD FALL COLLECTION Irene of Hollywood's Fall collection will be shown to the press by Jay Thorpe. By invitation only. <u>Showing to customers at 2:30 P.M.</u> Publicity: Dorothy Coburn, JU. 6-1000.	JAY THORPE	3RD FLOOR
Monday Sept. 15 12:30 P.M. Luncheon	SHOWING OF FALL COATS AND SUITS Saks Fifth Avenue will present a preview of Fall coats and suits by Carmel, Ben Gershel, Mangone, Monte Sano and Pruzan, and Ben Zuckerman during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Publicity: Saks Fifth Avenue -- Carolyn Haight, PL. 3-4000, Ext. 7064. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	SAKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
Tuesday Sept. 16 12:30 P.M. Luncheon	AMERICAN FASHION CRITICS' AWARD Tenth Annual American Fashion Critics' Award, sponsored by Coty, Inc., with a fashion show following the presentation of awards. Attendance strictly by invitation. Publicity: Eleanor Lambert, MU. 8-2130.	COTY, INC.	WALDORF-ASTORIA GRAND BALLROOM
Wednesday Sept. 17 9:00 A.M. Coffee	FALL FASHION SHOW FOR PRESS Bloomingdale's will present a collection of Fall coats, suits and dresses. <u>Showing at 9:30 A.M.</u> (Use Lexington Avenue entrance nearest 59th Street). By invitation only. Contact: Margaret de Mille, EL. 5-5900, Ext. 695.	BLOOMINGDALE'S	SPECIALTY SHOP GREEN ROOM-3RD FLOOR
Wednesday Sept. 17 12:30 P.M. Luncheon	FASHION SHOW FOR 127TH ANNIVERSARY Arnold Constable will present Fall and Winter fashions at a luncheon show celebrating their 127th anniversary. Press by invitation. Public by reservation; contact: TE. 8-8000. Arnold Constable Publ.: Gloria Geis, MU. 5-2300. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	ARNOLD CONSTABLE	HOTEL PIERRE COTILLION ROOM
Wednesday Sept. 17 12:30 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOW Showing of Fall and Winter furs during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Dein-Bacher Contact: PL. 9-5913. Waldorf Fashion Publ.: Madeleine Riordan, EL. 5-3000.	DEIN-BACHER OF THE WALDORF	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday Sept. 17 3:30 P.M. Cocktails	PREVIEW OF SWIMSUITS-- 1953 SEAMOLDS Flexees, Inc. will present their 1953 SeaMolds swimsuit collection. By invitation only. Publicity: Sandra Allison Kahn, MU. 9-2100.	FLEXEES, INC.	417 FIFTH AVENUE SHOWROOM-6TH FLOOR
Thursday Sept. 18 10:30 A.M.	PRESS PREVIEW OF ADRIAN COLLECTION Adrian will present his Fall and Winter collection at Gunther Jaeckel. (<u>Note Change of Date</u>). <u>Showing to customers at 2:30 P.M.</u> By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	GUNTHER JAECKEL, INC.	10 EAST 57TH STREET SALON - 3RD FLOOR
Thursday Sept. 18 12:30 P.M. Luncheon	MOLLIE PARNIS FALL COLLECTION Bonwit Teller will present Mollie Parnis' Fall collection during luncheon. Press by invitation. Public by reservation. Contact: Headwaiter, EL. 5-3000. Bonwit Teller Contact: Nancy Talbert, EL. 5-6800. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	BONWIT TELLER	WALDORF-ASTORIA STARLIGHT ROOF

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 18 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Stein & Blaine will present their Fall fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Stein & Blaine Publ.: and Plaza Fashion Dir.: Mary Alice Rice, CI.6-1790.	STEIN & BLAINE, INC. (13 WEST 57TH STREET)	HOTEL PLAZA TERRACE ROOM
Thursday Sept. 18 5:45 P.M.	SHOWING OF FASHIONS FROM "GLAMOUR" MAGAZINE Presentation of fashions from "Glamour" Magazine's September issue. Press invited. Open to public. Publicity: Nancy Talbert, EL. 5-6800.	BONWIT TELLER	8TH FLOOR
Friday Sept. 19 12:30 P.M. Luncheon	PIERRE BALMAIN FASHIONS AT LUNCHEON SHOW De Pinna will present Fall fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. De Pinna Publicity: Doris Richon, MU. 8-2000. Waldorf-Astoria Fashion Publicity: Madeleine Riordan, EL. 5-3000.	DE PINNA	WALDORF-ASTORIA STARLIGHT ROOF
Sept. 20	ROSH HASHONAH -- FIRST DAY OF JEWISH NEW YEAR (Saturday).		
Sept. 21	ROSH HASONAH -- SECOND DAY OF JEWISH NEW YEAR (Sunday).		
Monday Sept. 22 12:30 P.M. Luncheon	PARIS IMPORTS AND COPIES AT LUNCHEON Gimbels will present Paris fashions and copies at a luncheon show. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Gimbels Publicity: Gay Stearns, LO. 5-1500, Ext. 600. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	GIMBELS	HOTEL PLAZA BALLROOM
Tuesday Sept. 23 9:30 A.M. Breakfast	OPENING OF 1953 SWIMSUIT COLLECTION Jantzen will present their collection of 1953 swimsuits and sunclothes for women, men and children. By invitation. Publ.: Grace Hill, LO.4-2820.	JANTZEN KNITTING MILLS (350 FIFTH AVENUE)	HOTEL PIERRE COTILLION ROOM
Tuesday Sept. 23 12:15 P.M. Luncheon	FRENCH IMPORTS AT LUNCHEON MEETING The Fashion Group will present a report and showing of Paris collections. (More details later). Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Wednesday Sept. 24 4:00 P.M. Cock ails	PRESS PREVIEW OF NEW SWIMSUITS Parform's press preview of new swimsuits for 1953. By invitation only. Publicity: Mary Alice Rice, CI. 6-1790.	PARFORM, INC. (707 BROADWAY)	HOTEL PLAZA BAROQUE SUITE
Thursday Sept. 25 12:15 P.M. Luncheon	PRESS PREVIEWS: SEA NYMPH & de GIVENCHY SWIMSUITS Jordan Mfg. Co. will present a new line of swimsuits designed by Hubert de Givenchy, and their own Sea Nymph collection for 1953. Jordan Publ.: Jack Shor, WI. 7-6700. de Givenchy Publ.: Ruther Hammer Assoc., EL.5-7108.	JORDAN MFG. CO. (1410 BROADWAY)	(PLACE TO BE ANNOUNCED LATER)
Sept. 29	YOM KIPPUR - JEWISH DAY OF ATONEMENT (Monday).		

 * THEATRE PAGE WILL BE RESUMED AS SOON AS SPACE IS AVAILABLE *
